

# First Quality FLUID TINTING Colors



THE SHERWIN-WILLIAMS Co.

# **SHERWIN-WILLIAMS**

## *First Quality*

# **FLUID TINTING COLORS**

Sherwin-Williams First Quality Fluid Tinting Colors possess the following outstanding properties:

- 1. Pouring consistency**—Can be added directly to product. (Actually same as the average Ready-to-Use Enamel.)
- 2. Miscibility**—Liquid portion selected to be compatible with oil, varnish and alkyd type products, Flats—Semi-Glosses, Enamels, and House Paints. These colors should not be recommended for water emulsion paints or lacquer.
- 3. Dispersion**—Colors disperse easily and completely in product being tinted, by small amount of stirring.
- 4. Fineness of grind** is equal to our enamels and therefore does not harm texture of any finish.
- 5. Strong colors** permit obtaining tints with minimum amount of added color.

First Quality Fluid Tinting Colors are manufactured for use by painters, decorators, artists, sign-writers and the home painter who does his own work.

The Colors in Sherwin-Williams First Quality Fluid Tinting Colors provide maximum tinting strength and uniformity of color tone. The fluid consistency of these tinting colors is achieved not by thinning the material but by the use of specially processed oils and thorough grinding of the pigment. This results in our colors possessing clearness and brilliancy of tone, and a rich depth of color. Further there are no particles of pigment to streak the finish.

First Quality Fluid Tinting Colors consistency results in a saving of time and material for the painter as it is possible to quickly and easily tint paint with these Fluid Colors.

**SHERWIN-WILLIAMS**  
*First Quality*  
**FLUID TINTING COLORS**  
 FOR FINER TINTING AND  
 DECORATING WORK OF ALL KINDS

This folder has been carefully designed to assist the painter and decorator in executing the finer work which Sherwin-Williams First Quality Fluid Tinting Colors makes possible.

The purity and cleanliness of tone and effective tinting strength of these colors are illustrated below. The selection of shades was made only after careful consideration had been given to painting and decorating requirements throughout the nation. These colors are prepared under rigid standards of manufacture to assure the best working properties.

FULL STRENGTH



Yellow Ochre

REDUCED



Raw Sienna



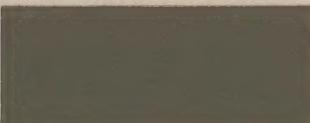
Burnt Sienna



Burnt Umber



Raw Umber



Van Dyke Brown



FULL STRENGTH



Ultramarine Blue



Prussian Blue



Chrome Green Dark



Chrome Green Medium



Chrome Green Light



Lamp Black

REDUCED



REDUCED



FULL STRENGTH



Chrome Yellow Light



Chrome Yellow Medium



Chrome Yellow Orange



American Vermilion



Venetian Red



Dragon Red

The wide range of colors that can be secured by tinting with Sherwin-Williams First Quality Fluid Tinting Colors provides painters and decorators with an outstanding opportunity to meet present-day requirements for popular pastel shades and even deep tones on interior and exterior surfaces.

The small squares below show the colors in full strength. Large samples show same colors reduced with white in the proportion of  $\frac{1}{2}$  pint of Fluid Tinting Color to one gallon of White Enamel.

# ENAMELOID

## A Fine High Gloss Enamel Everyone Can Enjoy Using (One Coat Covers)

In every home there are literally dozens of items of furniture, odds and ends, that look their best with a finish that is painted on. From picture frames to bookcases, from broom handles to breakfast sets, there is a constant call for an easy-to-use, colorful, practical enamel that will enable the thrifty home-owner to keep painted pieces fresh-looking and attractive. People all over the country are using Sherwin-Williams Enameloid—the rapid-drying decorative enamel—to provide a good-looking, long-wearing finish. On small surfaces or large, for kitchen furniture, walls or woodwork, use Enameloid wherever you want a surface that is smooth, lustrous, full-gloss—and washable.

## FLAT-TONE

An oil base flat wall paint of highest quality. It is tough, durable and washable, with full body, excellent hiding and leveling qualities. One coat provides excellent covering over a first coat of Wall Primer and Sealer as directed. May be tinted to desired pastel shades with First Quality Fluid Tinting Colors.

## SEMI-LUSTRE

A semi-gloss finish for interior walls and wood-work with exceptional wear resisting quality. Finger marks, grease or ink stains are removed readily with soap and water. On walls, apply over Wall Primer and Sealer. On both new, unfinished wood and previously finished surfaces, it serves as its own first coater.

Semi-Lustre comes in 8 pleasing pastel tints, also white.

**THE SHERWIN-WILLIAMS CO.**

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